USDA

Foreign Agricultural Service

GAIN Report

Global Agriculture Information Network

Required Report - public distribution

Date: 12/8/2000

GAIN Report #GM0041

Germany

Wine

Marketing Annual

2000

Approved by:
Peter O. Kurz
U.S. Embassy
Prepared by:
Dietmar Achilles

Report Highlights:
German wine must production in 2000 is forecast at 11.0 million hl, another good crop of good quality. Imports, which already make up 50 percent of German wine consumption, continue to rise. Of growing interest to consumers are red wines. U.S. wine exports to Germany in 1999 amounted to 140,128 hl, valued at US$47.5 million.

Includes PSD changes: No
Includes Trade Matrix: No
Annual Report
Berlin [GM1], GM

Executive Summary

In 2000, German vintners again harvested a sizable crop of about eleven million hectoliters of generally good quality must, and about one million hectoliters less than in 1999. Due to climate and geography, German wine production can vary significantly from year to year. About 75 percent of German wines are delicate white wines. During the past ten years, the German red wine area grew by ten percentage points to about 25 percent. Most of the newly developed vineyards are planted to red grape varieties.

Total annual consumption of wine in Germany is estimated at 18.5 million hectoliters, with 50 percent thereof coming from foreign suppliers. Germany actually is the world's biggest importer of wine, mainly originating from other EU-countries. U.S. exports to Germany are growing steadily, amounting to 140,128 hectoliters in CY 1999 valued at US$ 47.5 million. The majority of U.S. wine exports to Germany are red wines at a value of US$37.3 million. U.S. wines are strongly competing with high quality wines from Australia, New Zealand, Chile, Argentina and South Africa.

A constant source of insecurity for U.S. wine exporters was the German 0.5 ppm limit for fluoride in wine. In 2000, Germany increased this maximum tolerance to 1.0 ppm for vineyards not treated with kryolith and 3.0 ppm for vineyards treated with kryolith.

Germany exports about 2.1 million hectoliters of wine annually, mainly to other EU countries. To improve the image of German wines, the German Wine Institute spends about US$ 9 million annually on promotion campaigns in-country and internationally. They are particularly targeting the lucrative medium-priced market segment.

Note: In recent years the U.S.$/ DM exchange rate has been as follows:

1995: $1 = DM 1.4338	1998: $1 = DM 1.7582
1996: $1 = DM 1.5037	1999: $1 = DM 1.8351
1997: $1 = DM 1.7348	Sep 2000: $1 = DM 2.2427
	$1 = Euro 1.1481

Production

In 2000, about 68,500 vintners (incl. part-time vintners) in Germany were growing wine on 104,200 hectares. The harvested area amounted to 101,451 hectares, with an average yield of about 110 hectoliters per hectare. Total wine production in CY 2000 is estimated at 11.0 million hectoliters (hl) of generally good quality, versus 12.1 million hl in 1999 which also was of above average quality. About 75 percent of the German wines are light white wines. However, the production share of red grapes has nearly doubled over the past ten years, reaching nearly 25 percent in 2000.

Since German vintners produced surplus wine in 1999 and again this year, prices for bulk white wine have plummeted to near record lows. As a result, in MY 1999/2000 (September/August) about 468,000 hectoliters of wine were distilled to drinking alcohol at an average price of about DM50 per hl of wine for the vintner. In MY 2000/01, German vintners are expected to again distill up to 500,000 hl under the EU drinking alcohol program. In addition to this regular program, the German government applied for a crisis distilling program. According to trade contacts, the EU is willing to accept applications for up to one million hl of German white wine of lower quality. However, it is supposed to be understood that this will be the last emergency program for German wine to clean out cellars from surplus stock. It is currently not clear whether sufficient distilling capacities would be available to process this surplus wine.

The new EU wine market regime of August 2000 only allows vintners to transfer up to 20 percent of their maximum harvest to the following marketing year. To assist vintners to better meet consumer demand, the EU offered a restructuring program subsidized with DM 25 million for MY 2000/01. This money is to be used to plant vineyards to varieties which are of consumer interest, such as red grape varieties and white Burgundy varieties. This restructuring aims to reduce production of Müller-Thurgau, Kerner, Bacchus and other high yield new varieties which are of less consumer interest. The money may also be used to reorganize vineyards for technical and economical reasons.

Consumption

German per capita wine consumption is stagnating at 18.0 liters (see table 3). However, a recent household panel reveals that a steadily increasing number of households frequently buy and consume wine. This might provide potential for further growth. However, stricter rules on alcohol use and driving limit total alcoholic beverage consumption. In particular, beer and hard liquor consumption are shrinking while non-alcoholic beverage use is increasing. Wine is the only alcoholic beverage which so far has not suffered under the new driving rules.

Table 2 reveals that German consumers are generally very open to new-to-the-market products. The consumption share of domestic wines has steadily fallen by more than ten percentage points over the past ten years to about 50 percent in 1999. Winners in the market were wines from Australia, Chile, New Zealand and of course the United States. Another obvious trend is the increasing demand for red wines. Reports about health advantages of controlled red wine consumption have spurred this trend and caused economic problems for German white wine producers.

After several years of low wine must production in Germany (1995-1997), it has been very difficult for the domestic wine industry to regain market share lost to foreign suppliers. Due to strong dependency on varying weather conditions, German wine harvests may vary significantly from year to year. After a series of years with low harvests, the German wine industry lost market share to competitors, since it could not fill retailer needs. As a result, retailers delisted a number of wines not adequately available.

It is argued that the relatively complicated labeling and grading system for German wines is not fully understood by many customers (see GAIN Report GM9069) and that therefore German wine marketing opportunities are limited. To improve market access for German wines, the German wine industry has developed criteria for two new classes of wine: 'Classic' and 'Selection' type wines. These international names were chosen to better position German wines in international markets as well as at home. Classic and Selection wines are intended to be dry to semi-dry wines, as these are most in demand by the international market. Classic wines are described as wines made from a single grape variety harvested in a defined region, from one year's harvest, 12% alcohol by volume, with a maximum 15 grams of unfermented sugar. Classic wine is intended to be standard quality wine. Selection wines are intended to represent high-end quality wines from narrowly defined regions, also made from a single grape variety, with 12.2% alcohol by volume, and a maximum nine grams of remaining unfermented sugar. The per hectare yield of the Selection wine vineyard should not exceed 60 hl. The rules are expected to be finalized by mid-December 2000, so that German vintners can begin to produce these new types of wine from the grapes just harvested.

The names Classic and Selection are already in use in Austria but are spelled differently there. The criteria for these types are currently not intended to be harmonized in both countries and therefore there may be potential for confusion among international customers. At the Mosel region in Germany, the term 'Mosel-Classic' is also in use by a number of vintners, so a transition rule has to be developed to avoid confusion on the national market.

Trade

Germany is the world's most important import market for wine. More than fifty percent of wines consumed in Germany come from foreign producers. In 1999, imports are reported at 12.4 million hl at a total value of exactly two billion dollars. In CY 2000, imports are forecast again at 12.2 million hl. Main countries of origin are EU-countries (81%), namely Italy, Spain and France. See Table 6. The share of imports from non-EU countries has grown to 19 percent in 2000, compared to 15 percent in the preceding three years. Macedonia, Hungary, Bulgaria, Cyprus and Romania are the leading non-EU suppliers. Their wines are mostly offered at extremely low prices of about 60 cents per liter. At the high-quality end of supplying countries are New Zealand, Australia, South Africa, Chile and, of course, the United States. Imports from these five countries add up to 30 percent of all imports from non-EU sources.

The majority of imported wine (not including liquor and sparkling wines, vermouth and wine coolers) is red wine, accounting for 55 percent. Also the United States exports mainly red wines to Germany, 80 percent.

The United States alone has a very small but generally growing market share of 1.3 percent in terms of volume. However, it is a more significant player on a value basis due to shipments of wines predominantly in the premium price segment. In 1999, the United States supplied the German market with 107,557 hl of red wines valued at $37.3 million. It also exported a small but growing quantity of quality white wines. The current extreme high value of the US$ may hamper U.S. wine marketing opportunities in Germany. Trade data for the first eight months of CY 2000 show that U.S. wine exports continue to grow slowly, see Table 4.

German wine exports amount to more than 20 percent of domestic production. In 1999, these were 2.6 million hl, thereof 77 percent destined for EU markets. Major markets in Europe are Great Britain, the Netherlands, Sweden and France. Outside the EU Japan, the United States and Canada are the most important buyers of German wine. The United States purchased about five percent of German wine exports. Total German wine exports in 1999 were valued at $471 million.

Stocks

By the end of the MY 1999/2000, German wine stocks had reached a volume 15 to 16 million hectoliters due to the large wine crop in 1999. In view of another sizeable harvest in the fall of 2000 prices, especially in the growing regions of the State of Rhineland-Palatinate, dropped to historic lows. To avoid economic disaster for their vintners, the State of Palatinate, with the assistance of the Federal Ministry of Agriculture, applied for special market relief measures in Brussels. It is expected that the EU will approve a special distillation program for about one million hectoliters.

Marketing

Generic marketing for the German wine industry is conducted by the German Wine Institute, which is charged with marketing and promoting the quality of German wines within Germany and around the world. It receives most of its funds as royalties from German wine growers and processors. The annual budget totals approximately US$ nine million (DM 20 million) (see also GAIN Report GM9969). Overall, German wine marketing aims to improve the image of German wine and promote it in the high and medium priced market segments. These promotional efforts have the potential for generically supporting marketing opportunities for imported high quality wines as well. Promotional efforts in particular are targeting the lucrative medium-priced segment of the wine market (between $5 and $9 per bottle), a segment in which German wines are under-represented. Besides traditional import markets in Europe, North America and Japan, new markets in Eastern Europe, South America and Asia are targeted.

Statistical Section

Table 1: German Wine Production by Type and Quality

German Wine Production by Type and Quality, in 1,000 hl					
Calender Year	1996	1997	1998	1999	2000*
White Wine	6749	6481	7936	9042	
Table Wine	171	244	503	1354	
Quality Wine	4670	2953	5111	4648	
Quality Wine w/Spec. Attribute	1907	3282	2323	3040	
Red Wine	1842	1829	2684	3081	
Table Wine	8	9	26	33	
Quality Wine	1693	1422	2436	2706	
Quality Wine w/Spec. Attribute	140	397	222	342	
Total Wine	8591	8310	10620	12123	11000
Table Wine	179	254	529	1387	
Quality Wine	6364	4376	7547	7354	
Quality Wine w/Spec. Attribute	2047	3680	2545	3382	
* Forecast					
Source: FedMinAgriculture					

Table 2: Wine Market Developments in Germany

Wine Market Developments in Germany					
	Unit	1996	1997	1998	1999
Wine Consuming Households	%	64.5	63.0	66.5	66.5
Market Share					
- German Wine	%	55.4	51.8	49.1	49.7
- Import Wine	%	44.6	48.2	50.9	50.3
- White Wine	%	51.5	48.8	47.8	46.7
- Red + Rosé Wine	%	48.5	51.2	52.2	53.3
- Wine in 0.75 l Bottles	%	45.3	48.3	49.1	51.1
- German Wine in 0.75 l Bottles	%	36.0	36.8	40.4	40.4
Average Prices					
- All Wine	DM/l	5.83	5.91	5.80	6.06
- German Wine	DM/l	6.28	6.40	6.55	6.55
- Imported Wine	DM/l				5.57
- White Wine	DM/l	5.93	5.86	5.59	5.72
- Red Wine	DM/l				6.49
Trade Channels					
- Vintners + Coops	%	20.9	20.8	19.5	19.3
- Super Markets	%	24.0	23.3	23.4	24.2
- Speciality Stores	%	8.1	7.7	6.3	7.4
- Discount Stores	%	30.0	30.8	35.3	35.8
Source: German Wine Institute, Annual Report					

Table 3: German Beverage Consumption

German Beverage Consumption, Liter per Capita				
	1996	1997	1998	1999
Alcoholic Beverage	161.3	160.3	156.3	156.3
- Beer	131.9	131.2	127.5	127.5
- Wine	18.3	18.1	18.1	18.0
- Sparkling Wine	4.8	4.9	4.7	4.9
- Spirits	6.3	6.1	6.0	5.9
Non-alcoholic Bev.	230.9	239.9	240.7	248.4
- Mineral Water	97.0	100.0	100.1	104.2
- Soft Drinks	92.7	98.7	99.6	103.7
- Fruit Juice	41.2	41.2	41.0	40.5
Hot Drinks + Other	271.1	266.0	268.1	271.9
- Coffee	163.5	160.0	159.1	159.4
- Coffee Substitute	3.3	3.4	3.2	3.0
- Black Tea	24.7	24.8	27.1	28.2
- Milk	79.6	77.8	78.7	81.3
Grand Total	663.3	666.2	665.1	676.6
Source: Ifo Institut Muenchen				

Table 4: German Imports of Wine

German Imports of Wine, 1,000 hl, Million DM								
	1997		1998		1999		2000*	
Quality White Wine								
Total	1,077.5	450.0	1,187.0	487.4	940.9	393.4	642.4	260.1
Intra-EU	1,077.4	450.0	1,185.0	486.8	940.9	393.4	642.4	260.1
Extra-EU	0.0	0.0	2.0	0.6	0.0	0.0	0.0	0.0
United States	0.0	0.0	0.7	0.3	0.0	0.0	0.0	0.0
Other White Wine								
Total	3,935.8	453.6	3,876.7	461.3	3,758.9	445.0	2,515.4	300.2
Intra-EU	3,560.7	364.3	3,475.1	364.6	3,372.1	346.1	2,215.5	215.2
Extra-EU	375.1	89.3	401.7	96.7	386.8	98.8	299.9	85.0
United States	21.6	13.5	29.4	16.5	29.3	16.6	18.2	11.6
Quality Red Wine								
Total	1,995.8	926.3	2,376.1	1,163.6	2,245.0	1,141.6	1,407.2	692.3
Intra-EU	1,995.8	926.3	2,376.1	1,163.6	2,244.9	1,141.5	1,407.1	692.2
Extra-EU	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
United States	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Red Wine								
Total	3,231.6	547.9	3,508.4	653.6	3,442.2	687.1	2,372.1	503.7
Intra-EU	2,059.0	325.1	2,262.5	385.7	2,188.9	373.8	1,316.1	236.4
Extra-EU	1,172.7	222.8	1,245.9	267.9	1,253.2	313.3	1,055.9	267.2
United States	50.0	33.9	81.7	49.7	107.6	68.4	101.4	61.5

Table 4 con't: German Imports of Wine

German Imports of Wine, 1,000 hl, Million DM								
	1997		1998		1999		2000*	
Vermouth								
Total	499.5	54.9	492.6	60.9	403.8	50.1	244.7	25.0
Intra-EU	225.0	36.6	242.5	43.4	170.3	35.0	89.2	15.4
Extra-EU	274.5	18.3	250.1	17.6	233.5	15.1	155.5	9.6
United States	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wine Cooler								
Total	127.6	23.8	185.9	29.1	184.0	27.2	91.1	17.2
Intra-EU	113.1	16.5	169.7	22.1	172.4	20.8	84.0	13.4
Extra-EU	14.4	7.4	16.2	7.1	11.6	6.3	7.1	3.9
United States	3.0	1.6	4.1	1.8	3.0	1.7	2.1	1.2
Liquor/Wine Spirits								
Total	164.1	55.5	182.4	67.0	144.6	55.9	84.1	31.8
Intra-EU	163.2	55.0	181.6	66.4	143.7	55.3	83.4	31.4
Extra-EU	0.9	0.5	0.8	0.6	0.9	0.6	0.8	0.3
United States	0.0	0.0	0.0	0.2	0.0	0.2	0.0	0.0
Sparkling Wine / Base Wine for Sparkling Wine								
Total	1,148.9	753.8	1,187.0	777.1	1,322.3	868.0	763.2	423.1
Intra-EU	1,131.0	741.3	1,168.6	764.0	1,303.8	856.3	751.4	415.3
Extra-EU	17.9	12.5	18.4	13.1	18.5	11.7	11.8	7.8
United States	0.3	0.4	0.3	0.3	1.0	0.2	0.7	0.2
Total Wine								
Total	12,180.9	3,265.9	12,996.2	3,700.0	12,441.9	3,668.4	8,120.2	2,253.5
Intra-EU	10,325.3	2,915.1	11,061.1	3,296.4	10,537.0	3,222.4	6,589.0	1,879.4
Extra-EU	1,855.5	350.8	1,935.1	403.7	1,904.7	446.0	1,531.1	374.1
United States	75.0	49.6	116.4	68.8	140.1	87.1	121.8	74.4
* Jan/Aug 2000								
Source: Federal Statistics Office								

Table 5: German Exports of Wine

German Exports of Wine, 1,000 hl, Million DM								
	1997		1998		1999		2000*	
Quality White Wine								
Total	1,586.7	517.5	1,512.7	524.2	1,420.3	478.2	909.5	276.5
Intra-EU	1,128.2	304.4	1,093.0	311.7	1,017.1	274.4	6,610.6	147.5
Extra-EU	456.9	210.8	418.3	210.5	401.8	201.4	247.5	127.3
United States	100.5	52.3	98.3	55.4	107.9	58.4	79.8	44.4
Other White Wine								
Total	408.5	85.8	405.9	87.0	519.9	97.2	321.8	56.0
Intra-EU	346.2	71.3	359.3	74.1	483.6	87.1	286.4	46.7
Extra-EU	62.2	14.4	46.1	12.2	35.8	9.6	35.3	8.9
United States	1.8	0.6	1.4	0.6	1.6	0.6	0.9	0.4
Quality Red Wine								
Total	50.6	47.5	71.7	53.8	51.8	51.7	43.3	41.2
Intra-EU	23.9	29.0	18.6	25.9	26.3	28.0	20.9	18.4
Extra-EU	25.2	15.6	51.4	24.4	24.0	20.4	21.6	19.5
United States	1.9	1.5	2.0	1.4	1.6	1.9	1.6	1.5
Other Red Wine								
Total	132.2	29.4	146.9	38.2	141.7	42.8	114.7	36.8
Intra-EU	80.4	15.8	104.0	24.2	107.2	27.2	84.9	23.1
Extra-EU	51.5	13.2	42.3	13.4	34.1	14.9	29.4	12.9
United States	2.3	0.8	2.4	0.9	3.0	1.2	2.4	1.0

Table 5 con't: German Exports of Wine

German Exports of Wine, 1,000 hl, Million DM								
	1997		1998		1999		2000*	
Vermouth								
Total	289.6	44.1	150.5	26.3	134.5	26.8	77.2	15.4
Intra-EU	167.4	23.7	122.9	19.5	123.1	22.5	67.2	11.5
Extra-EU	121.3	19.8	26.7	6.1	10.6	3.6	9.3	3.3
United States	1.2	0.3	1.5	0.4	1.2	0.3	1.0	0.3
Wine Cooler								
Total	153.7	37.6	101.1	24.8	160.9	37.8	68.4	15.9
Intra-EU	90.9	23.0	75.4	17.9	125.1	30.4	50.4	9.9
Extra-EU	62.7	14.5	25.6	6.9	35.7	7.3	18.0	5.9
United States	0.7	0.3	0.3	0.2	0.3	0.2	0.2	0.3
Liquor/Wine Spirits								
Total	7.2	4.5	11.8	7.5	14.3	9.3	8.8	6.2
Intra-EU	3.6	2.2	8.8	5.3	13.4	8.2	8.3	5.5
Extra-EU	3.0	1.3	2.4	1.2	0.6	0.5	0.4	0.4
United States	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sparkling Wine / Base Wine for Sparkling Wine								
Total								
Intra-EU	126.4	67.5	123.7	81.1	167.2	120.7	73.1	40.8
Extra-EU	63.4	34.7	78.8	52.9	111.2	80.7	49.1	24.0
United States	61.5	28.6	43.4	23.5	54.4	34.7	23.1	14.2
	4.6	2.1	3.4	1.4	5.0	6.0	3.2	1.7
Total Wine								
Total	2,754.9	833.9	2,524.2	843.0	2,610.4	864.6	1,616.9	488.8
Intra-EU	1,904.1	504.1	1,860.8	531.5	2,007.0	558.4	1,228.2	287.6
Extra-EU	844.3	318.2	656.2	298.2	597.1	292.4	384.7	192.4
United States	113.1	57.7	109.3	60.3	120.5	68.8	89.2	50.0
* Jan/Aug 2000								
Source: Federal Statistics Office								

Table 6: German Wine Imports by Country of Origin

German Wine Imports by Country of Origin								
	1997		1998		1999		2000*	
	1,000 hl	1,000$	1,000 hl	1,000$	1,000 hl	1,000$	1,000 hl	1,000$
U.S.A.	75.0	28.6	116.4	39.1	140.1	47.5	121.8	36.0
Italy	5,104.5	654.8	5,005.5	694.1	5,657.3	702.1	3,474.8	365.0
France	3,089.7	708.4	3,314.5	803.0	2,993.7	716.2	1,732.2	324.7
Spain	1,608.2	230.6	2,167.8	286.9	1,262.5	257.3	932.5	175.1
Greece	228.4	35.4	223.3	34.9	200.6	30.5	136.1	18.7
Austria	123.0	18.4	145.7	23.4	227.4	22.4	198.4	15.3
Hungary	201.1	20.1	224.5	23.4	201.4	20.9	184.3	17.4
Romania	208.3	12.0	189.6	12.5	157.9	11.9	95.5	5.8
Bulgaria	246.7	20.9	256.3	22.5	212.0	18.3	140.7	9.7
Mazedonia	420.8	22.3	437.9	22.7	415.7	21.3	373.2	15.1
Cyprus	203.6	7.8	193.1	7.5	198.7	7.1	121.0	3.8
Chile	95.7	20.5	137.4	30.3	169.7	36.3	123.5	26.1
South Africa	75.3	18.0	77.5	17.9	90.5	20.3	93.9	19.2
Portugal	101.2	22.4	139.5	25.6	100.6	22.0	74.7	13.3
Argentina	25.3	4.2	35.1	5.8	36.7	6.5	28.9	5.3
Australia	38.9	13.6	46.6	15.3	79.6	24.6	95.7	25.0
New Zealand	10.3	2.8	10.8	2.8	5.3	2.3	3.8	1.3
Other	324.9	41.8	274.7	35.5	292.0	31.5	189.2	20.2
World	12,180.9	1,882.6	12,996.2	2,103.2	12,441.7	1,999.0	8,120.2	1,097.0
* Jan/Aug 2000								
Source: Federal Statistics Office								

Table 7: German Wine Exports by Country of Destination

German Wine Exports by Country of Destination								
	1997		1998		1999		2000*	
	1,000 hl	1,000$	1,000 hl	1,000$	1,000 hl	1,000$	1,000 hl	1,000$
U.S.A.	113.1	33.3	109.3	34.3	120.5	37.5	89.2	23.9
Great Britain	1,002.1	155.3	1,003.2	158.4	1,099.4	150.3	623.4	63.6
Netherlands	299.5	46.2	297.5	48.7	323.2	51.2	200.5	22.2
Sweden	95.9	17.3	99.4	17.9	103.0	18.8	89.0	12.9
Japan	159.4	52.6	195.7	62.4	159.0	52.6	85.4	25.5
France	125.6	20.5	73.9	15.9	96.7	18.9	89.2	9.8
Bel/Lux	142.5	17.5	134.7	20.6	112.3	20.2	73.2	9.3
Denmark	121.8	13.3	103.1	12.5	91.8	10.5	58.3	5.2
Denmark	121.8	13.3	103.1	12.5	91.8	10.5	58.3	5.2
Austria	50.5	7.8	63.2	13.0	90.2	19.8	43.8	7.8
Canada	45.6	10.8	48.7	11.6	49.4	12.1	34.1	7.9
Ireland	13.7	2.6	30.4	4.9	27.6	3.9	11.2	1.4
Poland	12.6	2.2	24.1	4.0	42.0	5.4	18.3	2.8
Norway	48.8	9.1	41.2	8	44.1	8.3	33.8	5.3
Switzerland	46.1	10.0	15.1	6.1	16.3	8.1	10.2	5.6
Taiwan	6.7	3.3	4.2	2.0	2.4	1.3	7.4	1.3
Latvia	5.2	0.9	6.8	1.1	11.0	3.7	14.7	4.5
Other	344.0	64.7	170.7	45.3	129.7	38.0	76.9	22.0
World	2,754.9	480.7	2,524.3	479.2	2,610.4	471.1	1,616.9	236.2
* Jan/Aug 2000								
Source: Federal Statistics Office								

Table 8: Average Prices for Imported Wine

Average Prices for Imported Wine								
	1997		1998		1999		2000*	
	DM/L	$/L	DM/L	$/L	DM/L	$/L	DM/L	$/L
	Quality White Wine							
WORLD	4.18	2.41	4.11	2.34	4.18	2.28	4.05	1.81
U.S.A.	-	-	4.28	2.44	50.00	27.25	15.00	7.15
INTRA-EU-15	4.18	2.41	4.11	2.34	4.18	2.28	4.05	1.81
CHILE	6.67	3.84	4.52	2.57	-	-	7.50	3.63
SOUTH AFRICA	-	-	4.02	2.29	10.00	0.54	15.00	6.69
	Other White Wine							
WORLD	1.15	0.66	1.19	0.68	1.18	6.43	1.19	0.53
U.S.A.	6.27	3.61	5.60	3.19	5.65	3.08	6.34	2.83
INTRA-EU-15	1.02	0.59	1.05	0.60	1.03	0.56	0.97	0.43
CHILE	4.03	2.32	4.11	2.34	4.22	2.30	4.88	2.18
SOUTH AFRICA	3.43	1.98	3.31	1.88	3.16	1.72	3.20	1.43
AUSTRALIA	5.20	3.00	4.69	2.67	4.26	2.32	4.52	2.02
	Quality Red Wine							
WORLD	4.64	2.67	4.90	2.79	5.08	2.77	4.92	2.19
U.S.A.	-	-	-	-	32.50	17.71	8.00	3.57
INTRA-EU-15	4.64	2.67	4.90	2.79	5.08	2.77	4.92	2.19
CHILE	6.00	3.46	8.57	4.87	15.00	8.17	8.40	3.75
SOUTH AFRICA	-	-	15.00	8.53	16.00	8.72	16.00	7.13
AUSTRALIA	100.00	57.64	30.00	17.06	27.50	14.99	40.00	17.84
	Other Red Wine							
WORLD	1.91	1.11	2.09	1.19	2.30	1.25	2.47	1.1
U.S.A.	7.66	4.42	6.86	3.90	7.06	3.85	6.76	3.01
INTRA-EU-15	1.78	1.03	1.92	1.09	1.96	1.07	2.08	0.93
CHILE	3.84	2.21	4.08	2.32	4.29	2.34	4.80	2.14
SOUTH AFRICA	4.92	2.84	4.89	2.78	5.18	2.82	5.35	2.39
AUSTRALIA	8.06	4.65	7.62	4.33	7.26	3.96	6.40	2.85
	Liquor Wine							
WORLD	3.38	1.95	3.67	2.09	3.87	2.11	3.78	1.69
U.S.A.	16.55	9.54	30.26	17.21	36.73	20.02	24.00	10.7
INTRA-EU-15	3.37	1.94	3.66	2.08	3.85	2.10	3.77	1.68
SOUTH AFRICA	6.68	3.85	7.04	4.00	9.76	5.32	8.49	3.79
AUSTRALIA	-	-	5.53	3.15	36.09	19.67	18.75	8.36
	Sparkling Wine							
WORLD	6.56	3.78	6.55	3.72	6.56	3.57	5.54	2.47

U.S.A.	11.24	6.48	8.06	4.58	15.89	8.66	21.62	9.64
INTRA-EU-15	6.55	3.78	6.54	3.72	6.57	3.58	5.53	2.47
CHILE	7.27	4.19	7.50	4.27	5.71	3.11	8.18	3.65
SOUTH AFRICA	6.88	3.97	8.17	4.65	8.75	4.77	7.75	3.46
AUSTRALIA	10.00	5.76	8.30	4.72	8.25	4.50	11.18	4.99
	Vermouth							
WORLD	1.10	0.63	1.24	0.71	1.24	0.68	1.02	0.45
U.S.A.	8.89	5.12	4.90	2.79	4.68	2.55	-	-
INTRA-EU-15	1.63	0.94	1.79	1.02	2.06	1.12	1.73	0.77
	Wine Coolers							
WORLD	1.87	1.08	1.57	0.89	1.48	0.81	1.89	0.84
U.S.A.	5.37	3.10	4.37	2.49	5.74	3.13	5.50	2.45
INTRA-EU-15	1.46	0.84	1.30	0.74	1.21	0.66	1.59	0.71
SOUTH AFRICA	6.00	3.46	5.56	3.16	30.00	16.75	4.29	1.91
* Jan/Aug 2000								
Source: Federal Statistics Office								